

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Bruce A. Fogelson Art Unit: 3627  
Serial No.: 09/483,579  
Filed: January 14, 2000  
For: BUILDERS ON-LINE ASSISTANT  
Attorney  
Docket No.: 77752

DECLARATION OF BRUCE A. FOGELSON

Assistant Commissioner for Patents  
Washington, D.C. 20231

Sir:

I, BRUCE A. FOGELSON, am the named inventor in the above-identified application and make the following statements based upon my own personal knowledge and experience.

- (1) My family has been involved in the home-building industry for many generations and I am a third-generation homebuilder.
- (2) I have received a BSBA degree in 1983 from the University of Denver in Real Estate Development and Finance.
- (3) I have been a licensed real estate broker since 1984.
- (4) I am a founding member of the Chicago Association of Home Builders.
- (5) Since 1988, I have been president of Paramount Homes, Inc.
- (6) Prior to 1999, I realized that builder's showrooms were expensive and inconvenient.

- (7) Prior to 1999, I began to search for an alternative to the showrooms used by many builders.
- (8) Prior to 1999, I conceived the idea of providing a contract showroom that operated on a commission basis.
- (9) Prior to 1999, I conceived the idea of providing a virtual builder's showroom through a website.
- (10) In April 1999, I ordered the preparation of a Power Point slide presentation attached as Exhibit I (dated 4/99) that shows the salient features of my invention.
- (11) By at least April of 1999, conception of all of the claimed elements of my invention was complete and I have practiced due diligence in reducing my invention to practice from April of 1999 to the filing date of above-identified patent application on January 14, 2000.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Date: 9-3-03



Bruce A. Fogelson